

EAST SUFFOLK
BUSINESS
AWARDS 2025

TOURISM & HOSPITALITY AWARD - AWARD CRITERIA

We are looking to recognise businesses that welcome and encourage visitors to East Suffolk.

A business that promotes and raises the profile of this area of our county.

You may be operating in hospitality, catering, visitor attraction, festivals, events, leisure, sports, food and drink, retail or transport sectors.

Applicants must be based within East Suffolk and be able to demonstrate why their business, product, or service contributes to Suffolk's aspirations to create the very best visitor offer, with experiences that exceed expectations.

HOW TO ENTER

Check out our East Suffolk area map to ensure your business is within the entry area

Download and fill in our application form

Tell us about your business (approx.1000 words) this could include some of the following; Your history, customers, competitors, challenges, opportunities, your vision and anything else that you feel is relevant.

Tell us why you believe that your organisation deserves to win the Suffolk Chamber East Suffolk – Tourism & Hospitality Award (max 500 words)

For your entry wording/evidence below (no limit on this wording) the judges will be looking for and want to see examples of:

Your contribution to the local tourism industry

Who are your customers and have you experienced/supported visitor growth?

How do you ensure that your visitors receive excellent customer service and have a great experience?

How do you manage and incorporate customer feedback? .

How do you work with staff to develop their skills?

How do you use digital technology to engage with your visitors and customers?

How do you engage with other tourism agencies and partners?

Any accolades and testimonials.

Anything else relevant you wish to share?

If you are selected as one of our category finalists, our judges for this category may wish to visit your business, they will arrange this direct with yourselves at a date and time convenient to both parties.

CLOSING DATE 31ST AUGUST

